



Tainted Brands

A survey of milk consumers
following China's melamine incident

October 2008

Data Tables

Question	Answer	TOTAL	City									City Tier			Sex		Age			House Inc.			
			Beijing	Shang-hai	Guang-zhou	Shijia-zhuang	Other Hebei	Lan-zhou	Other Gansu	Cheng-du	Oth. Si-chuan	T1	T2	Towns	Female	Male	18-25	26-40	41-55	Low	Med	High	
		Sample size	900	150	150	150	75	75	76	74	75	75	525	151	224	450	450	262	404	233	300	300	300
Perceived San Lu ownership																							
	A wholly Chinese owned milk company	Count	463	81	76	77	36	46	34	39	29	45	263	70	130	224	239	128	227	107	157	159	147
		Col %	51.4	54.0	50.7	51.3	48.0	61.3	44.7	52.7	38.7	60.0	50.1	46.4	58.0	49.8	53.1	48.9	56.2	45.9	52.3	53.0	49.0
		Row %	100.0	17.5	16.4	16.6	7.8	9.9	7.3	8.4	6.3	9.7	56.8	15.1	28.1	48.4	51.6	27.7	49.1	23.2	33.9	34.3	31.7
	A joint venture with a foreign company	Count	239	42	35	33	30	13	24	16	31	15	141	54	44	116	123	72	113	54	78	74	87
		Col %	26.6	28.0	23.3	22.0	40.0	17.3	31.6	21.6	41.3	20.0	26.9	35.8	19.6	25.8	27.3	27.5	28.0	23.2	26.0	24.7	29.0
		Row %	100.0	17.6	14.6	13.8	12.6	5.4	10.0	6.7	13.0	6.3	59.0	22.6	18.4	48.5	51.5	30.1	47.3	22.6	32.6	31.0	36.4
	A wholly foreign owned milk company	Count	28	1	5	13	1		1	5	2		21	2	5	18	10	9	8	11	11	5	12
		Col %	3.1	0.7	3.3	8.7	1.3		1.3	6.8	2.7		4.0	1.3	2.2	4.0	2.2	3.4	2.0	4.7	3.7	1.7	4.0
		Row %	100.0	3.6	17.9	46.4	3.6		3.6	17.9	7.1		75.0	7.1	17.9	64.3	35.7	32.1	28.6	39.3	39.3	17.9	42.9
	DK	Count	170	26	34	27	8	16	17	14	13	15	100	25	45	92	78	53	56	61	54	62	54
		Col %	18.9	17.3	22.7	18.0	10.7	21.3	22.4	18.9	17.3	20.0	19.0	16.6	20.1	20.4	17.3	20.2	13.9	26.2	18.0	20.7	18.0
		Row %	100.0	15.3	20.0	15.9	4.7	9.4	10.0	8.2	7.6	8.8	58.8	14.7	26.5	54.1	45.9	31.2	32.9	35.9	31.8	36.5	31.8